

**EFFECTIVE**

August 1, 2018.

**Subject(s)****Administrative Policy Communications (APC) 110, Social Media Policy**

All social media posts for the Michigan Department of Health and Human Services must be presented on the State of Michigan official pages for both personal and department accounts.

MDHHS employees are free to express themselves on personal social media accounts unless their online activity negatively influences the department work environment or the public perception of the department.

Personal social media activity should align with the Standards of Conduct for Public Offices and Employees Act, which prohibits a state employee from “represent[ing] his or her personal opinion as that of an agency.” Personal social media activity should also align with the Standards of Conduct for Public Offices and Employees Act, which prohibits a state employee from “represent[ing] his or her personal opinion as that of an agency.” Personal social media activity should also align with all State of Michigan IT policies.

**PROCEDURE**

MDHHS employees must send all draft social media content to the MDHHS communications office to be posted on official accounts.

The MDHHS Communications Office will work with staff to draft social media posts and will edit, and share appropriate content on the MDHHS official pages.

*Reason:* Policy clarification.

**MANUAL  
MAINTENANCE  
INSTRUCTIONS**

**Changed Items ...**

[APC 110](#)